

Claims:

1. A package for containing and displaying at least one article comprising

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- a back panel, and

- a front panel attached to said back panel,

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- wherein said front panel comprises a blister pack formed of plastic and including a first outward projecting portion in a bottom portion of said blister pack and at least one additional outward projecting portion having a depth and shape conforming to at least a portion of said at least one article,

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wherein at least a portion of said first outward projecting portion extends widthwise at least a substantial portion between a first side of said blister pack and a second side of said blister pack, and has a depth outward sufficient to allow said package to stand substantially upright, and

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wherein said depth of said at least a portion of said first outward projecting portion is equal to or greater than an outermost projecting portion of the depth of said at least one additional outward projecting portion.

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2. A blister pack for a display package for at least one article, said blister pack comprising /

5 a plastic body including a first outward projecting portion in a bottom portion of said body, with at least a portion of said first outward projecting portion extending widthwise at least a substantial portion between a first side of said body and a
10 second side of said body, and said at least a portion of said outward projecting portion having a depth outward sufficient to allow said body to stand substantially upright, and

15 said body further including at least one additional outward projecting portion having a depth and shape conforming to at least a portion of said at least one article,

20 wherein said depth of said at least a portion of said first outward projecting portion is equal to or greater than an outermost projecting portion of the depth of said at least one additional outward projecting portion.

25 3. A package according to claim 1 wherein said at least one additional outward projecting portion is continuous with said first outward projecting portion.

4. A blister pack according to claim 2 wherein said at least one additional outward projecting portion is continuous with said first outward projecting portion.

5 5. A package according to claim 1 wherein said first outward projecting portion includes a bottom wall having integral therein at least two spaced apart downward protrusions.

10 6. A blister pack according to claim 2 wherein said first outward projecting portion includes a bottom wall having integral therein at least two spaced apart downward protrusions.

15 7. A package according to claim 1 wherein said first outward projecting portion includes a front wall of uniform depth or non-uniform depth.

20 8. A blister pack according to claim 2 wherein said first outward projecting portion includes a front wall of uniform depth or non-uniform depth.

25 9. A package according to claim 7 wherein one of said portions of non-uniform depth is a wall of one of said at least one additional outward projecting portion.

10. A blister pack according to claim 8 wherein one of said portions of non-uniform depth is a wall of one of said at least one additional outward projecting portion.

11. A package according to claim 1 wherein said first outward projecting portion is substantially rectangular.

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12. A blister pack according to claim 2 wherein said first outward projecting portion is substantially rectangular.

10 13. A package according to claim 1 wherein a portion of said at least one additional outward projecting portion is equal in depth to the depth greatest in the first outward projecting portion and a portion of said depth of said at least one additional
15 outward projecting portion is of lesser depth than the depth greatest in the first outward projecting portion.

14. A blister pack according to claim 2 wherein a portion of said at least one additional outward
20 projecting portion is equal in depth to the depth greatest in the first outward projecting portion and a portion of said depth of said at least one additional outward projecting portion is of lesser depth than the depth greatest in the first outward projecting portion.

15. A package according to claim 1 wherein two of said at least one additional outward projecting portions are present wherein said two of said at least two
5 additional outward projecting portions are of different depths from each other.

16. A blister pack according to claim 2 wherein two of said at least one additional outward projecting
10 portions are present wherein said two of said at least two additional outward projecting portions are of different depths from each other.

17. A method of arranging blister pack packages for display on a support surface comprising ✓

5 - providing an open top carrier container,

 - providing a plurality of packages, each of said packages being a package according to claim 1, in front to back alignment in said carrier container,

10 - providing a support surface having in conjunction therewith a pressure applicator,

 - positioning said carrier container containing said plurality of said packages on said support surface for display so that said pressure applicator abuts a
15 back of one of said plurality of said packages,

 - wherein pressure applied by said pressure applicator is sufficient to maintain the plurality
20 of said packages in abutting front to back alignment when one of said plurality of packages is removed from said carrier container, and wherein spacing between said plurality of packages is maintained at least by said first outward projecting portion of
25 said package.

18. A method according to claim 17 wherein spacing
is further maintained by at least a portion of the depth
of said at least one additional outward projecting
5 portion.

19. A merchandise point-of purchase display unit
containing one or more packages for containing and
10 displaying at least one article comprising
- an open top carrier container,

- a plurality of packages in front to back alignment
in said carrier container,
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- providing a support surface having in conjunction
therewith a pressure applicator,

- positioning said carrier container containing said
20 plurality of packages on the support surface for
display so that said pressure applicator abuts a
back of one of said plurality of said packages,

- applying sufficient pressure to maintain the
25 plurality of said packages in abutting front to back
alignment when one of said plurality of packages is
removed from said carrier container, and maintaining
the spacing between said plurality of packages at

least by said first outward projecting portion of
said package,

said package comprising:

- a back panel, and

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- a front panel attached to said back panel,

- wherein said front panel comprises a blister
pack formed of plastic and including a first outward
10 projecting portion in a bottom portion of said
blister pack and at least one additional outward
projecting portion having a depth and shape
conforming to at least a portion of said at least
one article,

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wherein at least a portion of said first outward
projecting portion extends widthwise at least a
substantial portion between a first side of said
blister pack and a second side of said blister pack,
20 and has a depth outward sufficient to allow said
package to stand substantially upright, and

wherein said depth of said at least a portion of
said first outward projecting portion is equal to or
25 greater than an outermost projecting portion of the
depth of said at least one additional outward
projecting portion.

20. The merchandise point of purchase display unit of claim 19 wherein the package is a blister pack for at least one article, said blister pack comprising

5 a plastic body including a first outward projecting portion in a bottom portion of said body, with at least a portion of said first outward projecting portion extending widthwise at least a substantial portion between a first side of said body and a
10 second side of said body, and said at least a portion of said outward projecting portion having a depth outward sufficient to allow said body to stand substantially upright, and

15 said body further including at least one additional outward projecting portion having a depth and shape conforming to at least a portion of said at least one article,

20 wherein said depth of said at least a portion of said first outward projecting portion is equal to or greater than an outermost projecting portion of the depth of said at least one additional outward projecting portion.

25 21. The merchandise point of purchase display unit of claim 19 wherein the package or packages have at least one additional outward projecting portion is continuous with said first outward projecting portion.

22. The merchandise point of purchase display unit of claim 20 wherein the blister pack has at least one additional outward projecting portion which is continuous with said first outward projecting portion.

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23. The merchandise point of purchase display unit of claim 19 wherein the package has a first outward projecting portion including a bottom wall having integral therein at least two spaced apart downward protrusions.

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24. The merchandise point of purchase display unit of claim 20 wherein the blister pack has a first outward projecting portion includes a bottom wall having integral therein at least two spaced apart downward protrusions.

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25. The merchandise point of purchase display unit of claim 19 wherein the package or packages have a first outward projecting portion including a front wall of uniform depth or non-uniform depth.

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26. The merchandise point of purchase display unit of claim 20 wherein the blister pack has a first outward projecting portion including a front wall of uniform depth or non-uniform depth.

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27. The merchandise point of purchase display unit of claim 25 wherein one of said portions of non-uniform depth of the package or packages include is a wall of one
5 of said at least one additional outward projecting portion.

28. The merchandise point of purchase display unit of claim 26 wherein the one of said portions of non-
10 uniform depth of the blister pack is a wall of one of said at least one additional outward projecting portion.

29. The merchandise point of purchase display unit of claim 19 wherein wherein said first outward projecting
15 portion of the package or packages is substantially rectangular.

30. The merchandise point of purchase display unit of claim 20 wherein said first outward projecting portion
20 of the blister pack is substantially rectangular.

31. The merchandise point of purchase display unit of claim 19 wherein a portion of said at least one additional outward projecting portion of the package or
5 packages is equal in depth to the depth greatest in the first outward projecting portion of said package or packages and a portion of said depth of said at least one additional outward projecting portion of said package or
10 packages is of lesser depth than the depth greatest in the first outward projecting portion.

32. The merchandise point of purchase display unit of claim 20 wherein a portion of said at least one additional outward projecting portion of the blister pack
15 is equal in depth to the depth greatest in the first outward projecting portion of the blister pack and a portion of the depth of the blister pack contains at least one additional outward projecting portion of lesser depth than the depth greatest in the first outward
20 projecting portion of the blister pack.

33. The merchandise point of purchase display unit of claim 19 wherein two of said at least one additional outward projecting portions on the package or packages are present wherein said two of said at least two
5 additional outward projecting portions are of different depths from each other.

34. The merchandise point of purchase display unit of claim 20 wherein two of said at least one additional
10 outward projecting portions of the blister pack are present wherein said two of said at least two additional outward projecting portions are of different depths from each other.